

## CLAIMS

What is claimed is:

1           1.       A method for providing on-demand advertising, comprising the steps of:  
2                   providing advertising information for at least one item, wherein the at least  
3 one item is associated with at least one scene of a television program;  
4                   receiving 402 the advertising information along with a broadcast of the  
5 television program;  
6                   selecting one of a plurality of display modes, wherein the plurality of  
7 display modes comprises an advertisement mode;  
8                   alerting a viewer when the advertising information is available for the at  
9 least one item of the at least one scene; and  
10                  displaying the advertising information on a display along with the  
11 broadcast of a television program.

1           2.       The method of claim 1, further comprising the steps of:  
2                   providing the broadcast of a television program;  
3                   transmitting the advertising information along with the broadcast of the  
4 television program; and  
5                   storing the received advertising information.

1           3.       The method of claim 1, wherein the plurality of display modes further  
2 comprises a non-advertisement mode and a stored advertisement mode.

1           4.       The method of claim 1, wherein the step of alerting comprises providing at  
2 least one alert to a viewer when an advertisement is available for at least one item in a  
3 displayed scene, wherein the at least one alert comprises a tone and at least one displayed  
4 mark.

1           5.       The method of claim 4, wherein the displayed scene comprises currently  
2 displayed scenes, previously displayed scenes, and scenes that are to be displayed in the  
3 future.

1           6.       The method of claim 4, wherein the at least one displayed mark is  
2 superimposed over the broadcast of a television program on the display.

1           7.       The method of claim 4, wherein the at least one displayed mark comprises  
2 an indicator that the advertising information is available for the at least one item in the  
3 displayed scene.

1           8.       The method of claim 4, wherein the at least one displayed mark comprises  
2 an indicator for each item for which the advertising data is available, wherein the  
3 indicator is representative of the item to which the indicator corresponds.

1           9.       The method of claim 8, further comprising the step of requesting the  
2 advertising information, wherein the step of requesting comprises selecting the indicator  
3 corresponding to an item in which the viewer is interested.

1           10.      The method of claim 3, wherein the stored advertisement mode causes all  
2 of the advertising information for the television program to be stored, wherein the stored  
3 advertising information is recalled and viewed at a time that is different from a display  
4 time of a scene in which an advertised item appears.

1           11.      The method of claim 1, wherein the step of displaying comprises  
2 superimposing the advertising information over the broadcast of a television program on  
3 the display.

1           12.      The method of claim 1, wherein the step of displaying comprises  
2 displaying the advertising information on a portion of the display along with the

3 broadcast of a television program, wherein the portion of the display is selectable by a  
4 viewer.

1 13. The method of claim 1, wherein the advertising information is received  
2 simultaneously with the at least one scene in which the identified at least one item  
3 appears.

1 14. The method of claim 1, wherein the advertising information is received  
2 prior to receipt of the television program, wherein the prior received advertising  
3 information is stored.

1 15. The method of claim 14, further comprising the step of receiving timing  
2 data that links the advertising information to the corresponding at least one scene.

1 16. The method of claim 1, wherein the television program comprises live  
2 television programs, prerecorded television programs, live television commercials, and  
3 prerecorded television commercials.

1 17. The method of claim 1, wherein the at least one item comprises at least  
2 one product and at least one service.

1 18. The method of claim 1, further comprising the step of controlling  
2 presentation of the advertising information using an electronic program guide, wherein  
3 the electronic program guide provides programming information for a plurality of  
4 broadcasting stations.

1 19. The method of claim 1, further comprising the step of providing electronic  
2 links to at least one manufacturer and at least one dealer of the at least one item using the  
3 advertising information, wherein the electronic links comprise links to Web pages and  
4 electronic catalogs.

- 1           20.    The method of claim 1, further comprising the step of electronically
- 2   ordering the at least one item using the advertising information.

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